



Disrupt: Think the Unthinkable to Spark Transformation in Your Business

By Luke Williams

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Disrupt: Think the Unthinkable to Spark Transformation in Your Business By Luke Williams

In a business world of nonstop change, there's only one way to win the game: Transform it entirely. This requires a revolution in thinking--a steady stream of disruptive strategies and unexpected solutions. In *Disrupt*, Luke Williams shows exactly how to generate those strategies and deliver those solutions.

This book reflects Williams' immense experience creating breakthrough solutions at frog design, one of the world's leading innovation firms. Williams shows how to combine fluid creativity with analytical rigor in a simple, complete, five-stage process for successfully disrupting any market.

You'll learn why the most unexpected ideas draw the least competitors--and offer the greatest potential. Then, using many examples and a case study, you'll walk through every step of transforming disruptive ideas from conception to breakthrough business strategy.

Craft your disruptive hypothesis

Be wrong at the start, to be right at the end

Discover your best disruptive opportunities

Explore the most unexpected corners of your environment

Efficiently shape your disruptive solution

Avoid the resource-killer that is "novelty for novelty's sake"

Make your winning disruptive pitch

Under prepare the obvious, over prepare the unusual

REVIEWS

"Remember the old Apple tagline, urging us all to 'Think Different?' In this book, Luke Williams shows us how to do precisely that. *Disrupt* helps you look at business--and the world around you--through a fresh lens, one that turns assumptions and convention upside down. Best of all, this is a practical book for the real world--Williams reveals not just how to come up with disruptive ideas,

but how to nurture them, test them, pitch them, and ultimately make them real and profitable."

- **Warren Berger, author of *Glimmer***

"By artfully smashing ideas together--from Schumpeter to Tarantino, business to design--Luke Williams upends the ordinary, providing the reader with a motivational and pragmatic blueprint for innovative thinking."

- **Jamyn Edis, Vice-President of Emerging Technology R&D at HBO**

"At some time, someone somewhere is going to disrupt your entire industry. Shouldn't it be you? In this easy-to-follow step-by-step guide, Luke Williams reveals a way of thinking that has the power to transform your business. Read this book before your competitors do."

- **Cordell Ratzlaff, Director of User-Centered Design, Cisco**

"For those companies second guessing their future paths, ponder no longer. *Disrupt* provides that path, and it may be your real only strategy in today's climate."

- **Andy Stefanovich, Chief Curator and Provocateur, Prophet**

"I've observed Luke's process of disruptive thinking generate remarkably innovative solutions. I hope that many more companies will disrupt their existing innovation processes to benefit as well. They'll be glad they did!"

- **Peter N. Golder, Professor of Marketing, Tuck School of Business at Dartmouth**

"Luke Williams is the master at unleashing big thoughts. His book, *Disrupt*, shows us how to do what sometimes seems impossible--conceiving and executing bold ideas with massive potential. At the Nike Foundation, we've put Luke's principles to work and had tremendous results."

- **Stuart Hogue, Director, Systems at Scale, Nike Foundation**

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Editorial Review

Review

"Don't let the title fool you. This book is stuffed with practical, useful ideas that will change the way you create and sell useful, practical ideas."

- **Seth Godin**, author of *Linchpin*

"Luke Williams has a powerful message for companies today: Don't wait for a couple guys in a garage to come up with an idea that will up-end your business."

- **Linda Tischler**, Senior Editor, *Fast Company*

"*Disrupt* is a simple yet incredibly powerful thought process that can help turn your business upside-down in seconds. Are you prepared to DISRUPT your business?"

- **Martin Lindstrom**, best-selling author of *Buyology*

"If you need to drive disruptive innovation in your own organization - and you do - Luke Williams is the guide you've been looking for."

- **David L. Rogers**, author of *The Network Is Your Customer*

"With its examples of game-changing disruptions, *Disrupt* is an essential read."

- **Stewart Emery**, best-selling co-author of *Do you Matter?*

From the Author

Disrupt is about a way of thinking that surprises the market again and again with exciting, unexpected solutions. A way of thinking that produces an unconventional strategy that leaves competitors scrambling to catch up. A way of thinking that turns consumer expectations upside down and takes an industry into its next generation. It's what I call *disruptive thinking*. In this process--the one you'll be following in this book--disruptive thinking is not so much about how to spot and react to disruptive changes in technology and the marketplace; it's about how to *be* the disruptive change.

From the Inside Flap

A complete 5-step process for identifying disruptive business opportunities--and successfully executing them.

Users Review

From reader reviews:

Roberta Petty:

Book is to be different for each grade. Book for children till adult are different content. As you may know that book is very important for us. The book *Disrupt: Think the Unthinkable to Spark Transformation in*

Your Business ended up being making you to know about other expertise and of course you can take more information. It is quite advantages for you. The guide Disrupt: Think the Unthinkable to Spark Transformation in Your Business is not only giving you considerably more new information but also for being your friend when you truly feel bored. You can spend your own spend time to read your guide. Try to make relationship while using book Disrupt: Think the Unthinkable to Spark Transformation in Your Business. You never sense lose out for everything should you read some books.

Rose Knowlton:

As people who live in the modest era should be change about what going on or info even knowledge to make these individuals keep up with the era and that is always change and move ahead. Some of you maybe will certainly update themselves by examining books. It is a good choice to suit your needs but the problems coming to a person is you don't know what kind you should start with. This Disrupt: Think the Unthinkable to Spark Transformation in Your Business is our recommendation to help you keep up with the world. Why, since this book serves what you want and need in this era.

Randy Hunter:

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